This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1. (Previously Amended) A method for providing encoded media content over a network, the method comprising the computer-implemented steps of:

receiving over the network a first request to encode one or more media program files;

for each media program file to be encoded, receiving a selection of one or more encoding formats for encoding the media program file, wherein the first request and the selection are received from a client that is connected to the network;

in response to receiving the first request, servicing the first request by automatically generating one or more encoded media files by encoding the media program in the one or more selected encoding formats; and

after encoding the media program in the one or more selected encoding formats,

if the client, in a second request, requests hosting of the one or more encoded media files, automatically hosting the one or more encoded media files on a hosting server, wherein the hosting server is configured to allow selective access by visitors to the one or more encoded media files over the network, as determined by the client,

and if the client does not request hosting of the one or more encoded media files, enabling the client to access the one or more encoded media files without hosting the files for access on a hosting server.

2. (Canceled)

3. (Currently Amended) The method as recited in Claim [2] 1, further comprising allowing the client to create a tree structure directory through commands for organizing encoded media files that are hosted at the service host.

4. (Currently Amended) The method as recited in Claim [2] 1, further comprising:

providing real-time reporting of statistics on the one or more encoded media files that are hosted at the hosting server; and

allowing the client [through entering] to enter commands [to] dynamically determine whether to remove the one or more encoded media files from publication.

5. (Previously Amended) The method as recited in Claim 1, wherein the selective access includes access given to a visitor of the network and which allows the visitor to receive a publication of at least one of the one or more encoded media files in response to a request by the visitor to receive the publication.

6. (Previously Amended) The method as recited in Claim 1, further comprising:

causing a user interface to be displayed at the client , wherein the user interface allows entry of encoding requests and allows uploading of the media program from the client to a server over the network; and

in response to a client interacting with the user interface, providing to the client an encoding request form through the user interface, wherein the encoding request form includes a mailing bar code.

7. (Original) The method as recited in Claim 1, further comprising providing automated online design control, wherein the design control comprises the control of one or more of:

sequencing of segments of the one or more encoded media files;

timing between the segments of the one or more encoded media files;

synchronization of text with the segments of the one or more encoded media files;

selection of music for each segment of the one or more encoded media files: and

alteration of the segments of the one or more encoded media files.

8. (Original) The method as recited in Claim 7, wherein the segments of the one or more encoded media files comprise two or more slides, frames, or video clips.

9. (Original) The method as recited in Claim 1, further comprising purchasing from a credit card system, wherein:

credits are purchased by an end-user;

a predetermined number of credits are associated with each e-commerce transaction associated with the comprehensive remote servicing of the media program; and

pricing of credits are inversely proportionate to a number of credits purchased.

10. (Previously Amended) A computer readable medium carrying one or more sequences of instructions for providing encoded media content over a network, wherein execution of the one or more sequences of instructions by one or more processors causes the one or more processors to perform the steps of:

receiving over the network a first request to encode one or more media program files;

for each media program file to be encoded, receiving a selection of one or more encoding formats for encoding the media program file, wherein the first request is received from a client that is connected to the network;

in response to receiving the first request, servicing the first request by automatically generating one or more encoded media files by encoding the media program in the one or more selected encoding formats; and

after encoding the media program in the one or more selected encoding formats,

if the client, in a second request, requests hosting of the one or more encoded media files, automatically hosting the one or more encoded media files on a hosting server, wherein the hosting server is configured to allow selective access by visitors to the one or more encoded media files over the network, as determined by the client,

and if the client does not request hosting of the one or more encoded media files, enabling the client to access the one or more encoded media files without hosting the files for access on a hosting server.

11. (Canceled)

12. (Currently Amended) The computer readable medium as recited in Claim [11] 10, further comprising allowing a client to create a tree structure directory through commands entered at the client for organizing encoded media files that are hosted at the service host.

13. (Currently Amended) The computer readable medium as recited in Claim [11] 10, further comprising:

providing real-time reporting of statistics on the one or more encoded media files that are hosted at the hosting server; and

allowing a client through entering commands to dynamically determine whether to remove the one or more encoded media files from publication.

14. (Previously Amended) The computer readable medium as recited in Claim 10, wherein the selective access includes access given to a visitor of the network and which allows the visitor to receive a publication of at least one of the one or more encoded media files in response to a request by the visitor to receive the publication.

15. (Previously Amended) The computer readable medium as recited in Claim 10, further comprising:

causing a user interface to be displayed at the client, wherein the user interface allows entry of encoding requests and allows uploading of the media program from the client to a server over the network; and

in response to a client interacting with the user interface, providing to the client an encoding request form through the user interface, wherein the encoding request form includes a mailing bar code.

16. (Original) The computer readable medium as recited in Claim 10, further comprising providing automated online design control, wherein the design control comprises the control of one or more of:

sequencing of segments of the one or more encoded media files;

timing between the segments of the one or more encoded media files;

synchronization of text with the segments of the one or more encoded media files;

selection of music for each segment of the one or more encoded media files: and

alteration of the segments of the one or more encoded media files.

17. (Original) The computer readable medium as recited in Claim 16, wherein the segments of the one or more encoded media files comprise two or more slides, frames, or video clips.

18. (Previously Amended) The computer readable medium as recited in Claim 10, further comprising purchasing from a credit card system, wherein:

credits are purchased by a client;

a predetermined number of credits are associated with each e-commerce transaction associated with the comprehensive remote servicing of the media program; and

pricing of credits are inversely proportionate to a number of credits purchased.

19. (Previously Amended) A method for hosting media content over a network, comprising:

receiving a request to host a media program file in a selected encoding format;

encoding the media program in the selected encoding format, and

hosting the encoded media file on a hosting server, wherein the hosting server is configured to allow selective access to the encoded media file over a network.

20. (Previously Added) The method according to claim 19, further comprising the step of selecting one of a plurality of hosting servers to host the encoded media file, wherein different hosting servers host media files encoded in different respective encoding formats.